

ROI Calculator Determines Potential Savings on Printing Costs

With a few entries and mouse-clicks, businesses can instantly see how much they can save when optimizing printing

(Berlin, January 2010) ThinPrint, manufacturer of the market-leading print solution ThinPrint .print for distributed networks, has released a free ROI Calculator at www.thinprint.com/roi, which allows businesses to calculate their potential savings on the cost of printing. In addition to a detailed ROI assessment, interested parties also receive a white paper with detailed information on savings potential and how it is calculated.

The ThinPrint ROI Calculator factors in the expenditures for evaluating and managing printer drivers as well as helpdesk queries about printing problems, costs for the required bandwidth, printer waiting times, hardware downtimes, application performance impaired by the transmission of print data, and worker productivity.

"Even in times of consolidation, saving costs without sacrificing the quality of work stands at the top of an IT manager's list," said Charlotte Künzell, Senior Vice President at ThinPrint. "With this ROI Calculator, we are now providing interested parties with a tool that allows them to simply and efficiently calculate their individual savings potential."

Free demo downloads for Citrix printing, SBC printing, RDP printing, Terminal Services printing and VDI printing are available at the manufacturer's website: www.thinprint.com/demo.

This press release is available at www.thinprint.com/press, press photos at: www.thinprint.com/pressphotos.

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ThinPrint AG

ThinPrint specializes in mobile enterprise solutions and printing in distributed network architectures. The company's success is based on its print management solution, ThinPrint .print, which is successfully employed in companies of all sizes in all sectors around the globe. More than 500 major distributors and resellers in over 80 countries sell products made by ThinPrint AG. Thanks to numerous partnerships, client components using patent-pending .print technology have been integrated into the terminals, print boxes, PDAs and mobile phones of several leading hardware producers. Strategic partnerships with ThinPrint play a special role in this endeavor, including BlackBerry (RIM), Bluetooth



Press Release

SIG, Citrix Systems, Inc., Fujitsu Siemens Computers, Lexmark International, Inc., Microsoft, Nokia, Orange, Palm, Inc., Sun Microsystems Inc., Symbian Ltd. And VMware, Inc.

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